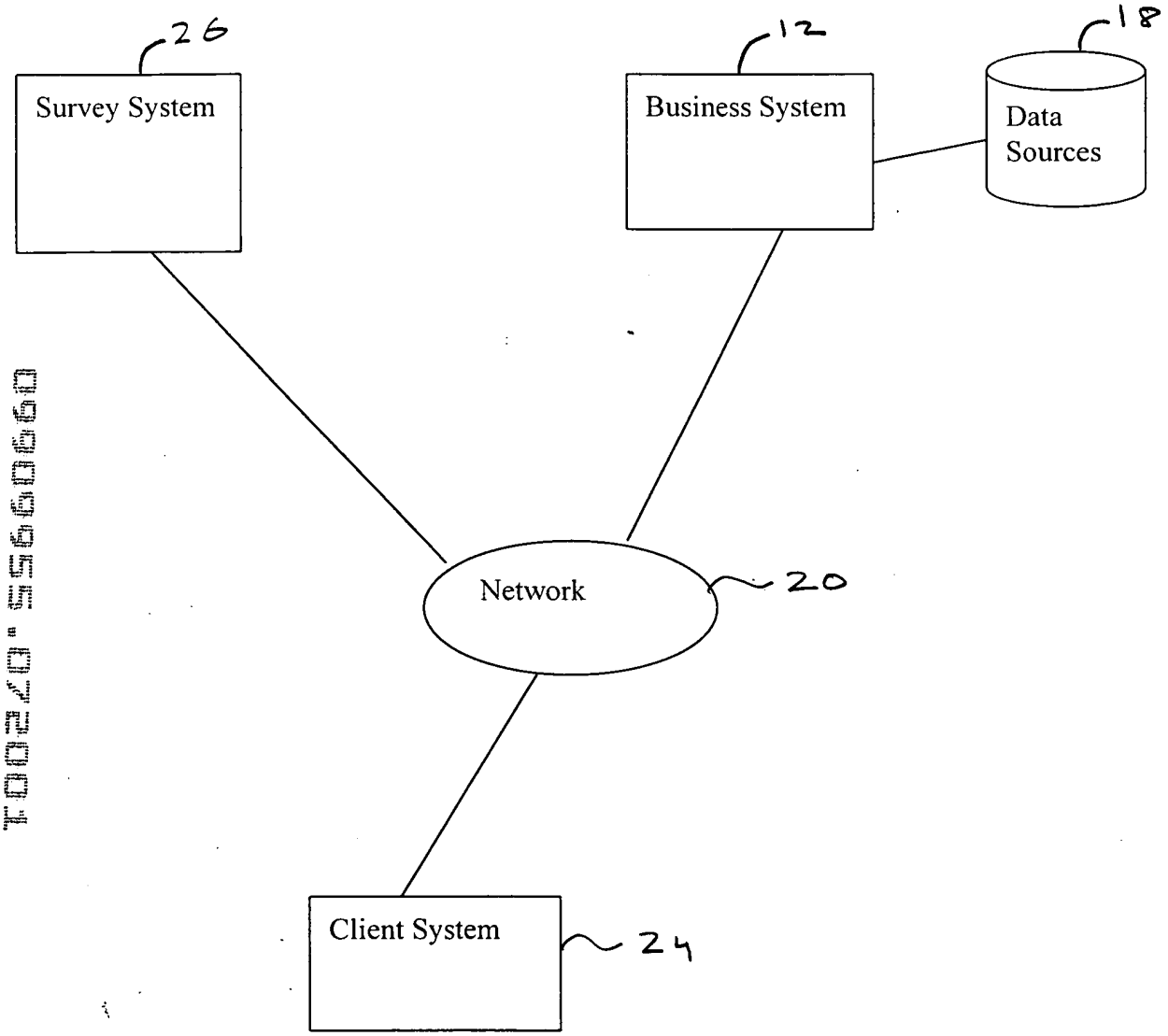

26
Survey System
12
Business System
18
Data Sources
Network
20
Client System
24
10

FIG. 1

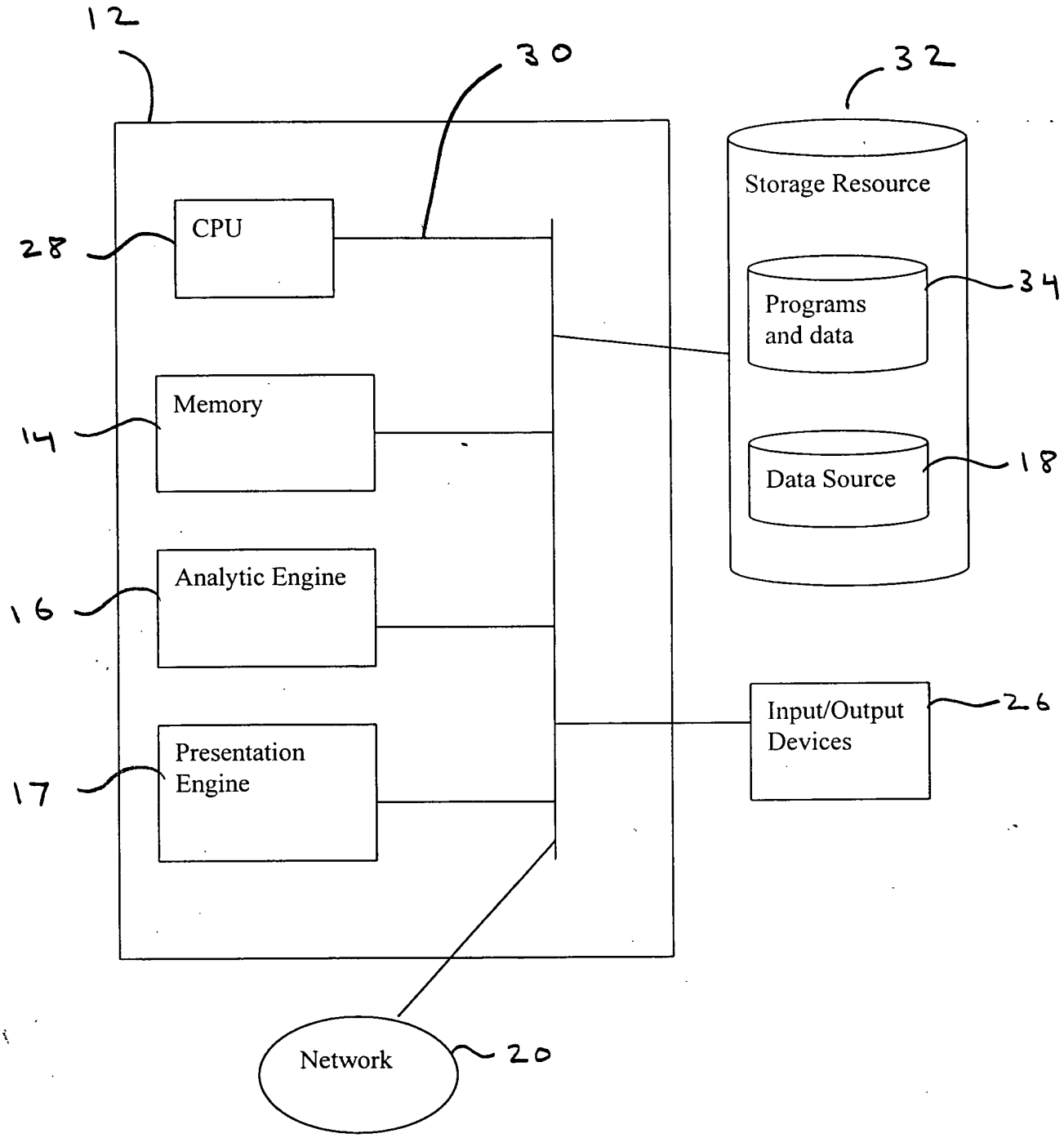

12
30
32
Storage Resource
28
CPU
Programs and data
34
Memory
14
Data Source
18
Analytic Engine
16
Input/Output Devices
26
Presentation Engine
17
Network
20

FIG. 2

PHOENIX-5595-0720-04

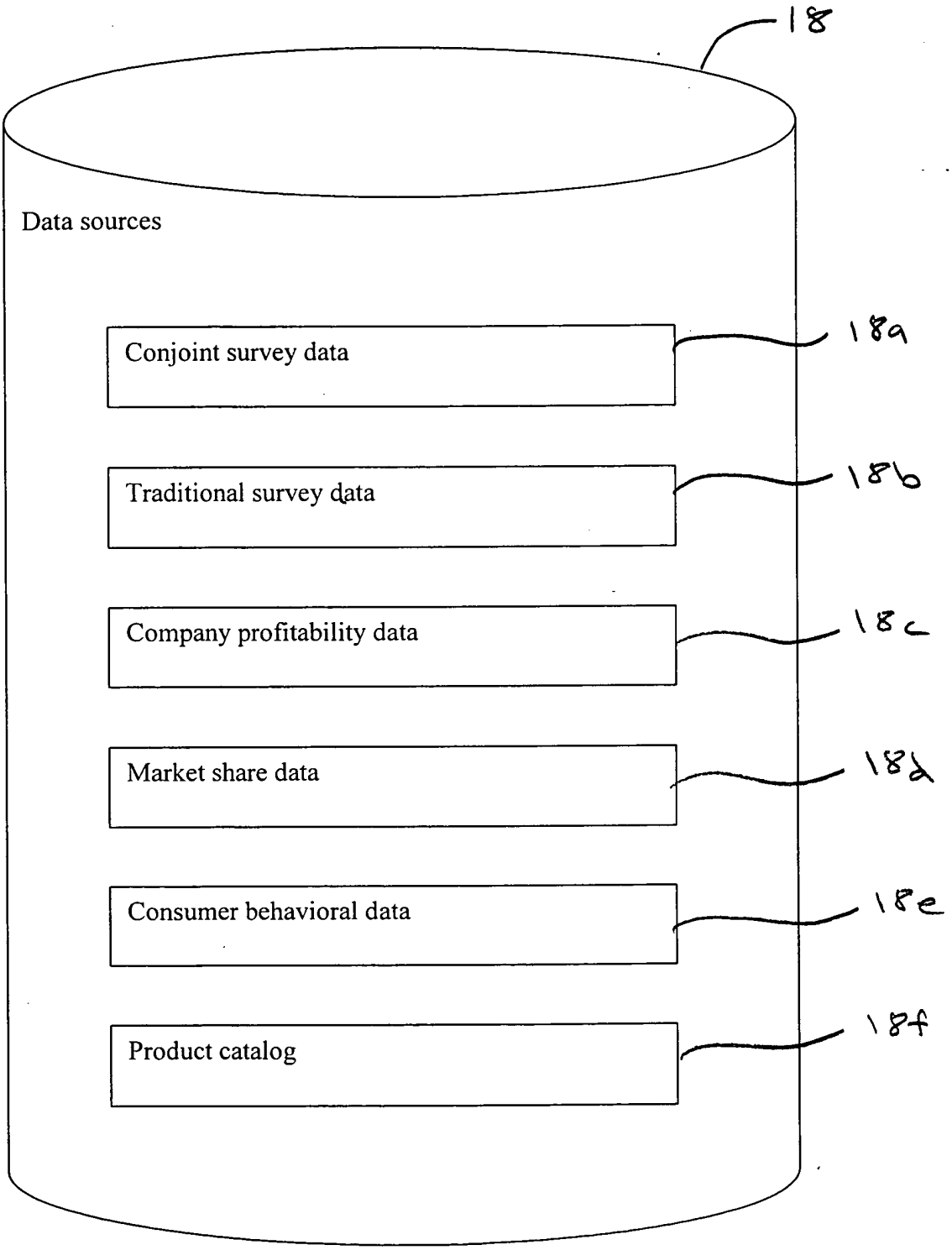
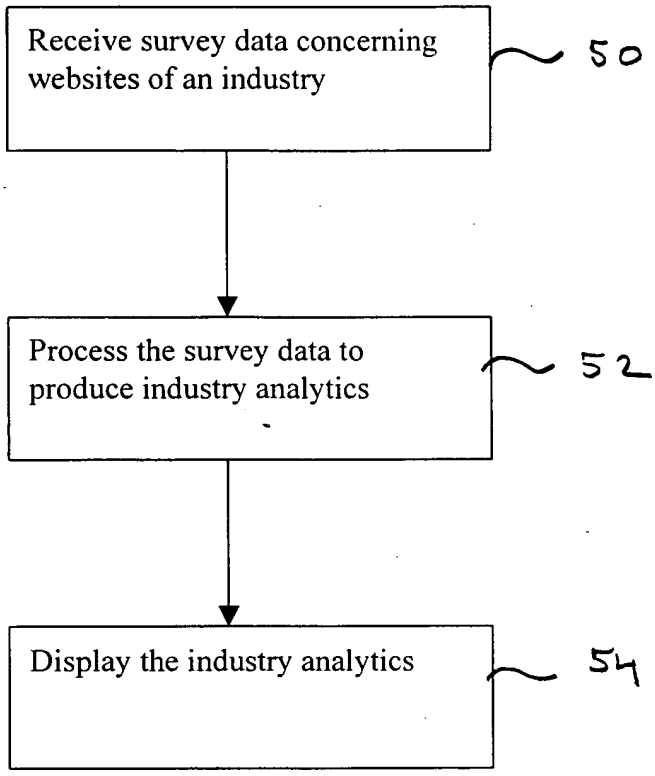


FIG. 3



Patent: 5560660

FIG. 4

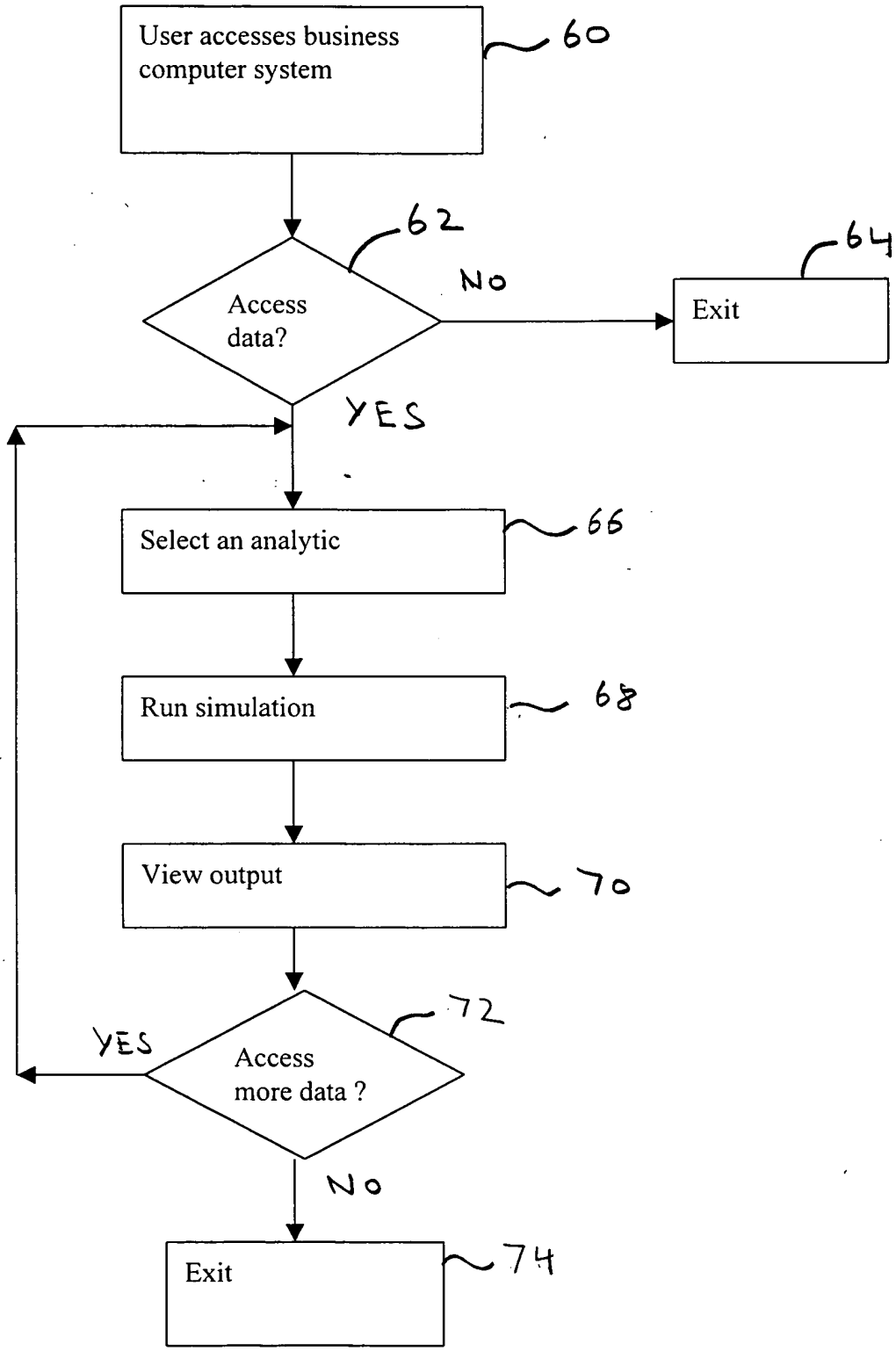

User accesses business computer system
60
62
Access data?
No
64
Exit
YES
Select an analytic
66
Run simulation
68
View output
70
72
YES
Access more data ?
No
Exit
74

FIG. 5

601

603

LOGIN

602

Welcome to the Marketing Decision Toolkit. This toolkit will provide the user with marketing analytics based on website industry information. Armed with these analytics, the marketing professional is able to make effective marketing decisions.

600

FIG. 6A

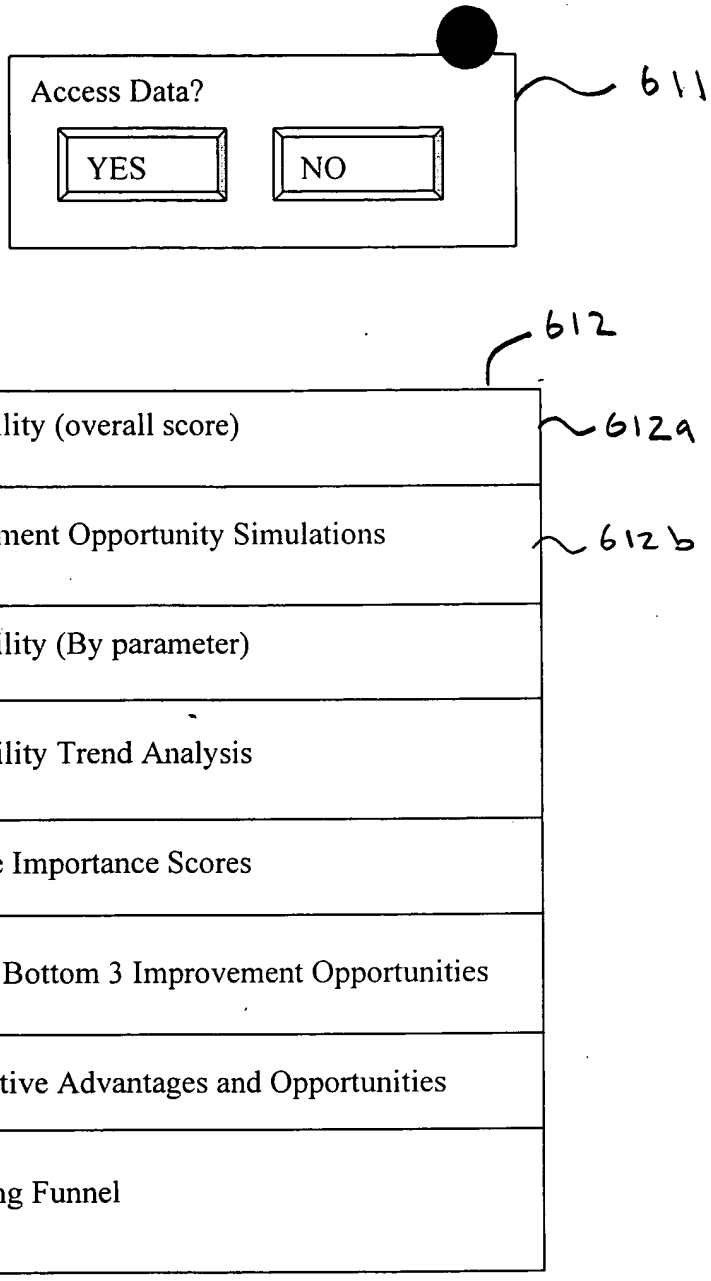
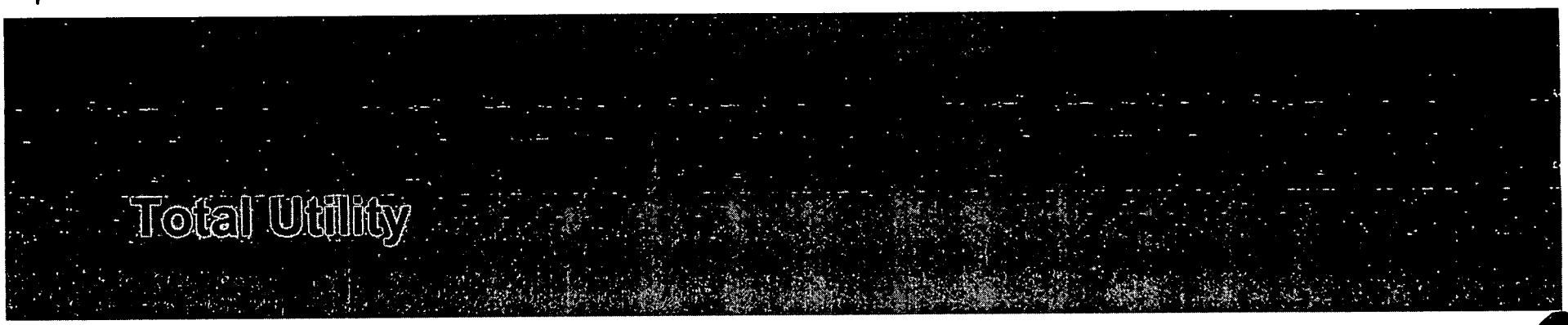

Access Data?
YES
NO
611
612
Total Utility (overall score)
612a
Improvement Opportunity Simulations
612b
Total Utility (By parameter)
Total Utility Trend Analysis
Attribute Importance Scores
Top and Bottom 3 Improvement Opportunities
Competitive Advantages and Opportunities
Marketing Funnel
610

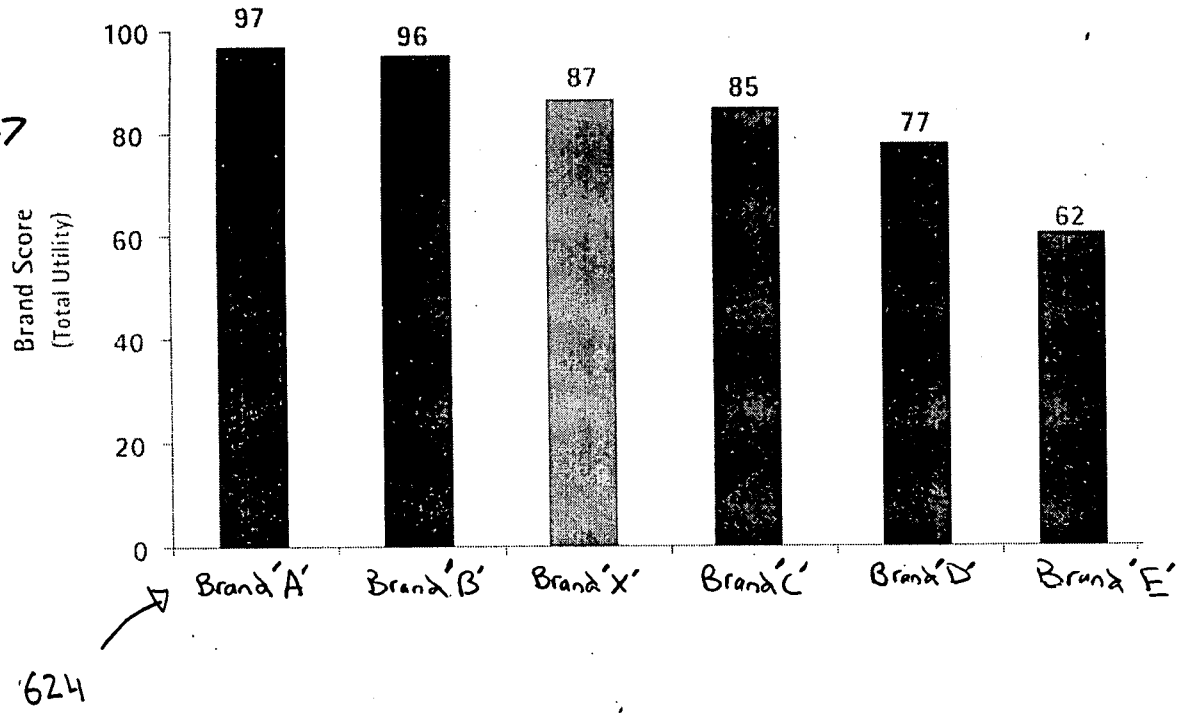
FIG. 6B



Across all parameters

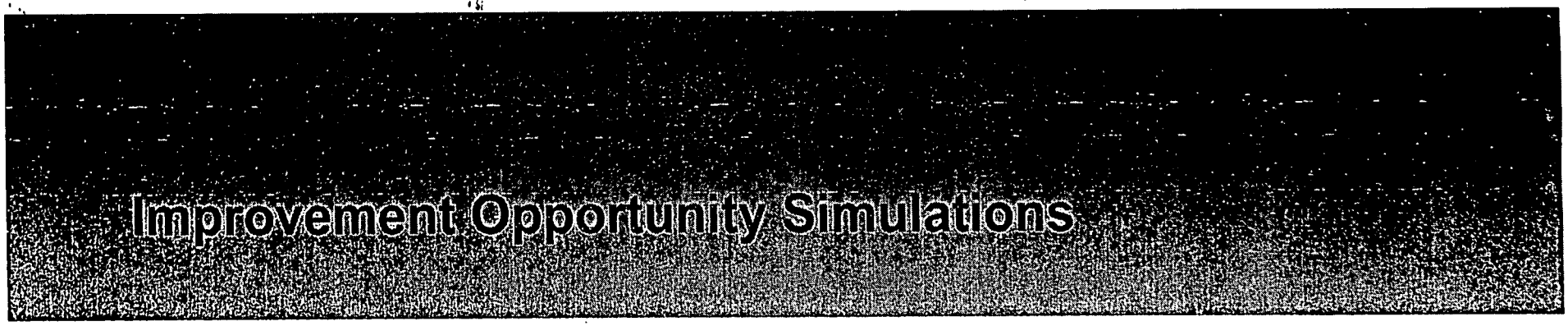
620

622



624

FIG. 6C



634

632

630

Product Information Basic Product Information Detailed Product Information Run Simulation

635

	Current Level	Simulation Level	Change
Market Share	30	32	+2 points
Consumer Preference	70	73	+3 points
Profitability	$300 million	$301 million	$1 million
Price premium with constant market share	$4.10	$4.20	$0.10
Incremental profit from price increase			$1.2 million

FIG. 6D

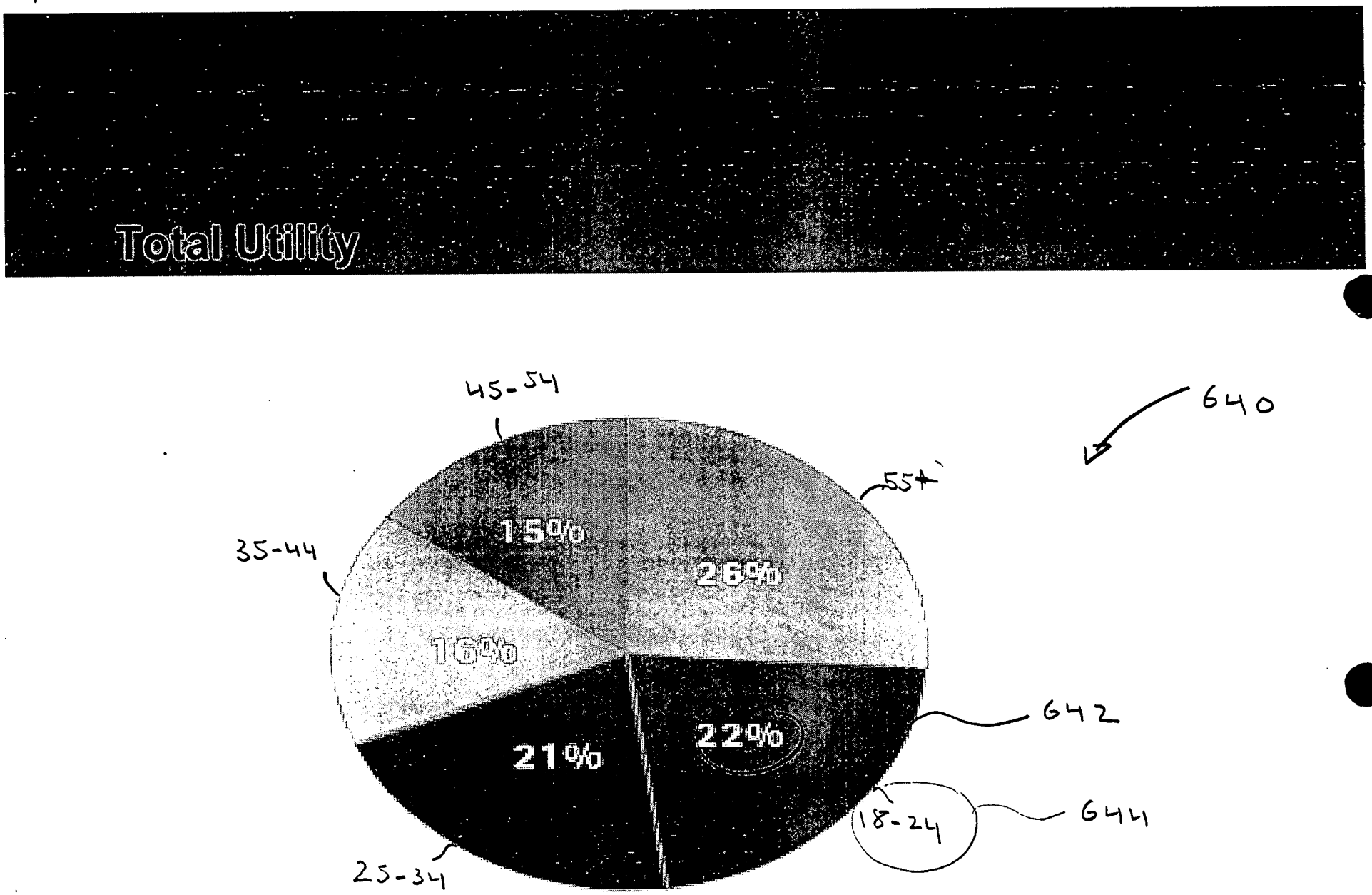


FIG. 6E

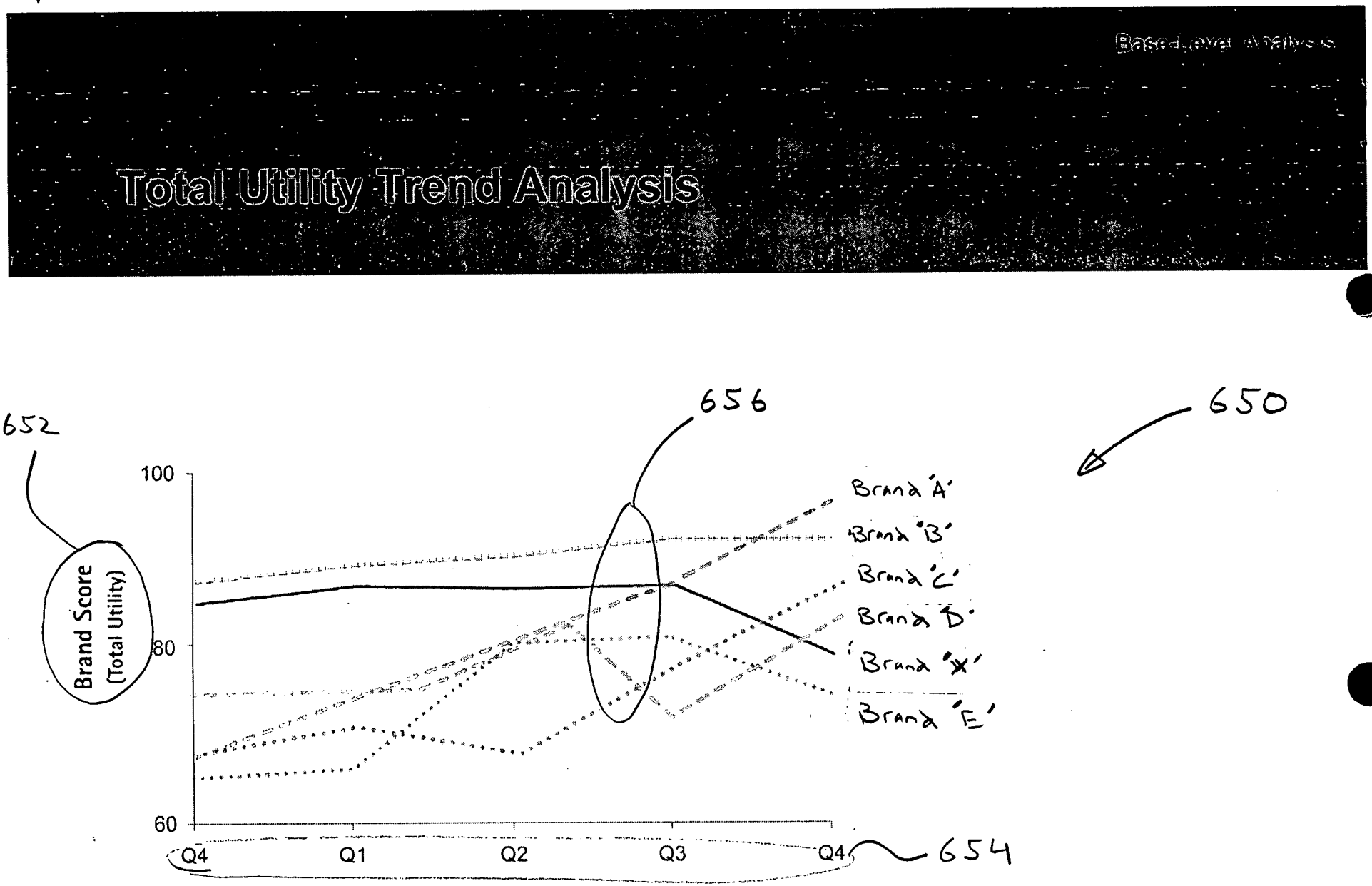

Total Utility Trend Analysis
652
656
650
Brand Score
(Total Utility)
100
80
60
Q4
Q1
Q2
Q3
Q4
654
Brand 'A'
Brand 'B'
Brand 'C'
Brand 'D'
Brand 'X'
Brand 'E'

FIG. 6F

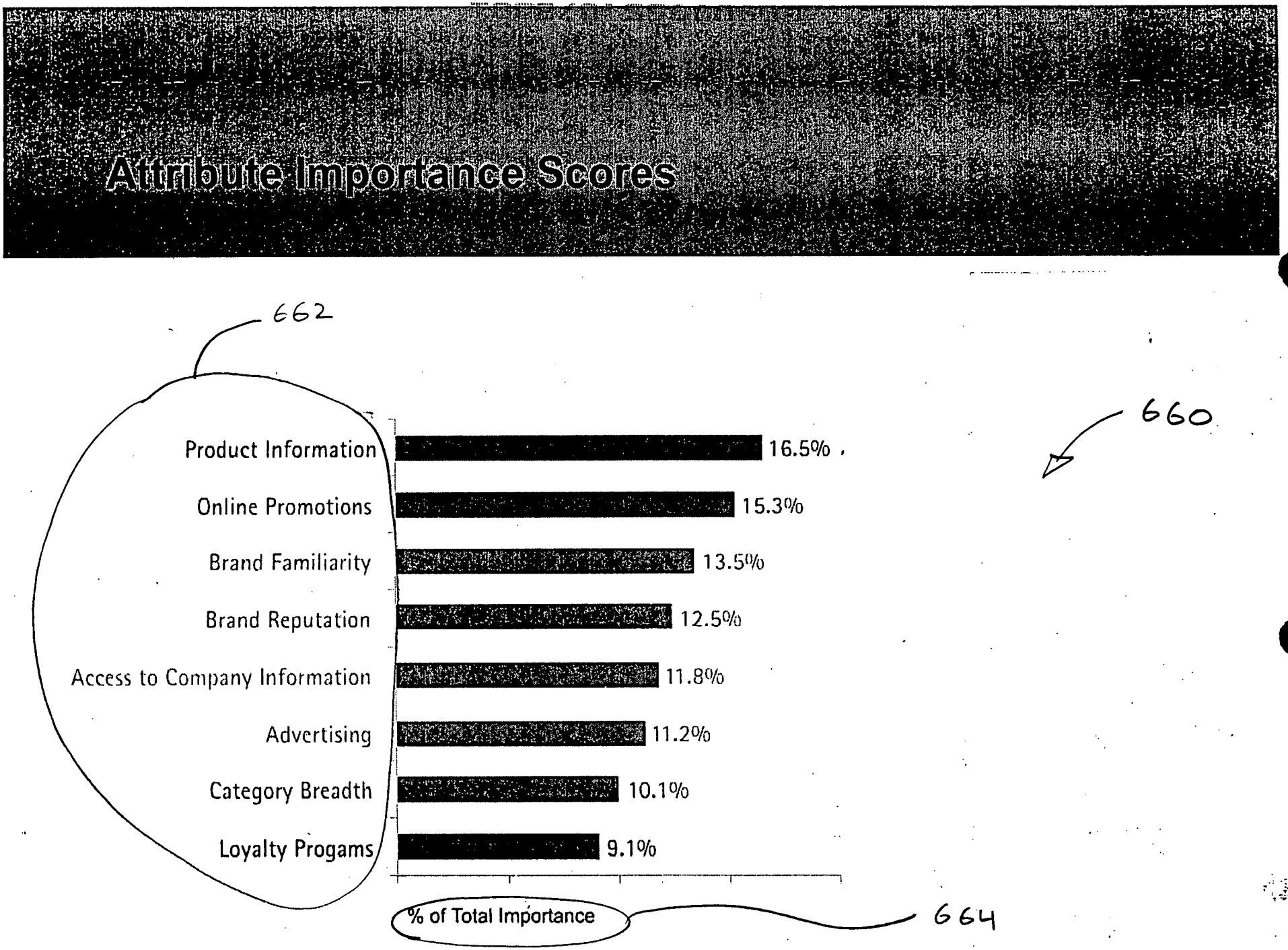

Attribute Importance Scores
662
660
Product Information
16.5%
Online Promotions
15.3%
Brand Familiarity
13.5%
Brand Reputation
12.5%
Access to Company Information
11.8%
Advertising
11.2%
Category Breadth
10.1%
Loyalty Progams
9.1%
% of Total Importance
664

FIG. 6G

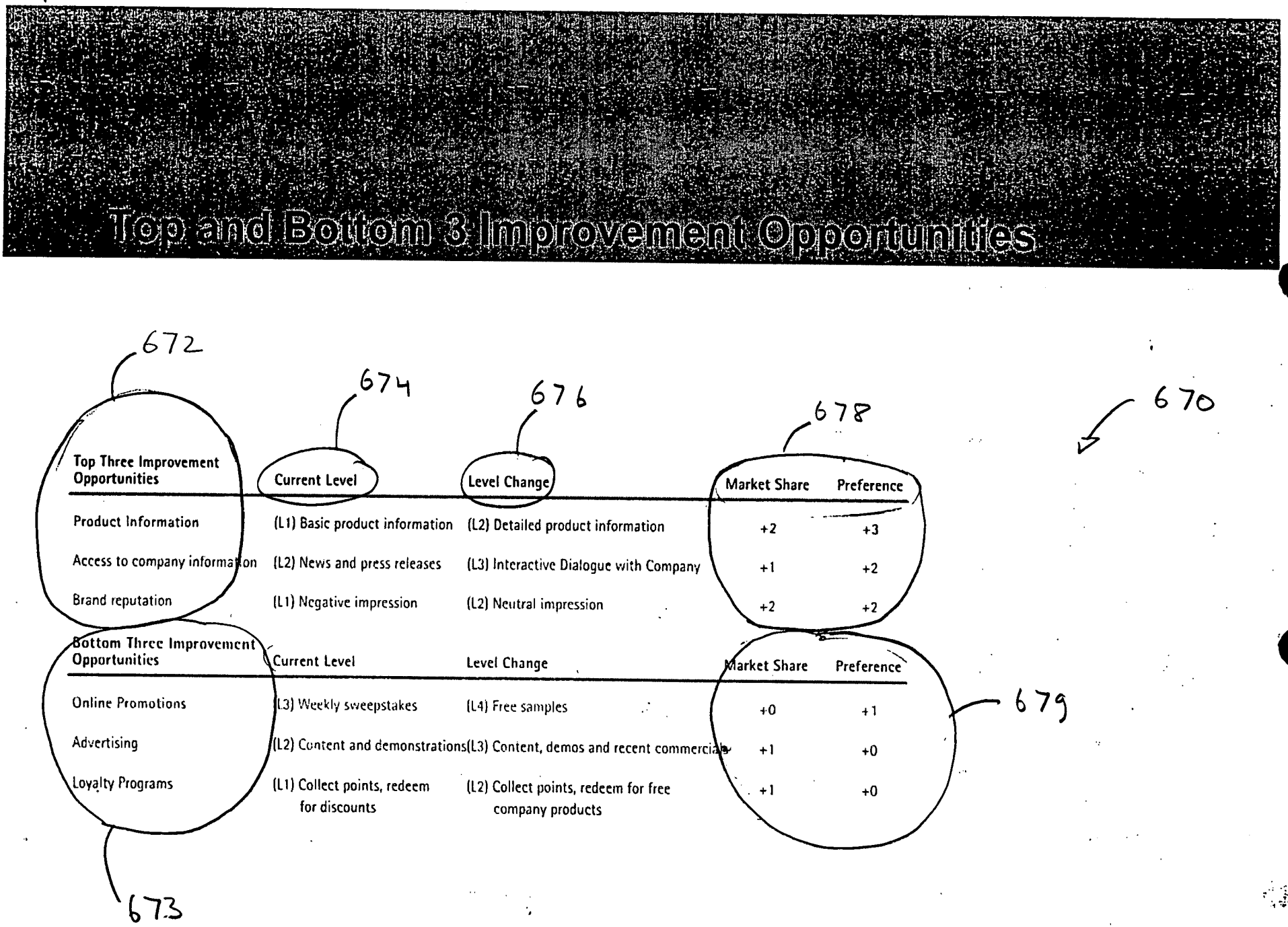

Top and Bottom 3 Improvement Opportunities
672
674
676
678
670
Top Three Improvement Opportunities
Current Level
Level Change
Market Share
Preference
Product Information
(L1) Basic product information
(L2) Detailed product information
+2
+3
Access to company information
(L2) News and press releases
(L3) Interactive Dialogue with Company
+1
+2
Brand reputation
(L1) Negative impression
(L2) Neutral impression
+2
+2
Bottom Three Improvement Opportunities
Current Level
Level Change
Market Share
Preference
679
Online Promotions
(L3) Weekly sweepstakes
(L4) Free samples
+0
+1
Advertising
(L2) Content and demonstrations
(L3) Content, demos and recent commercials
+1
+0
Loyalty Programs
(L1) Collect points, redeem for discounts
(L2) Collect points, redeem for free company products
+1
+0
673

FIG. 6H

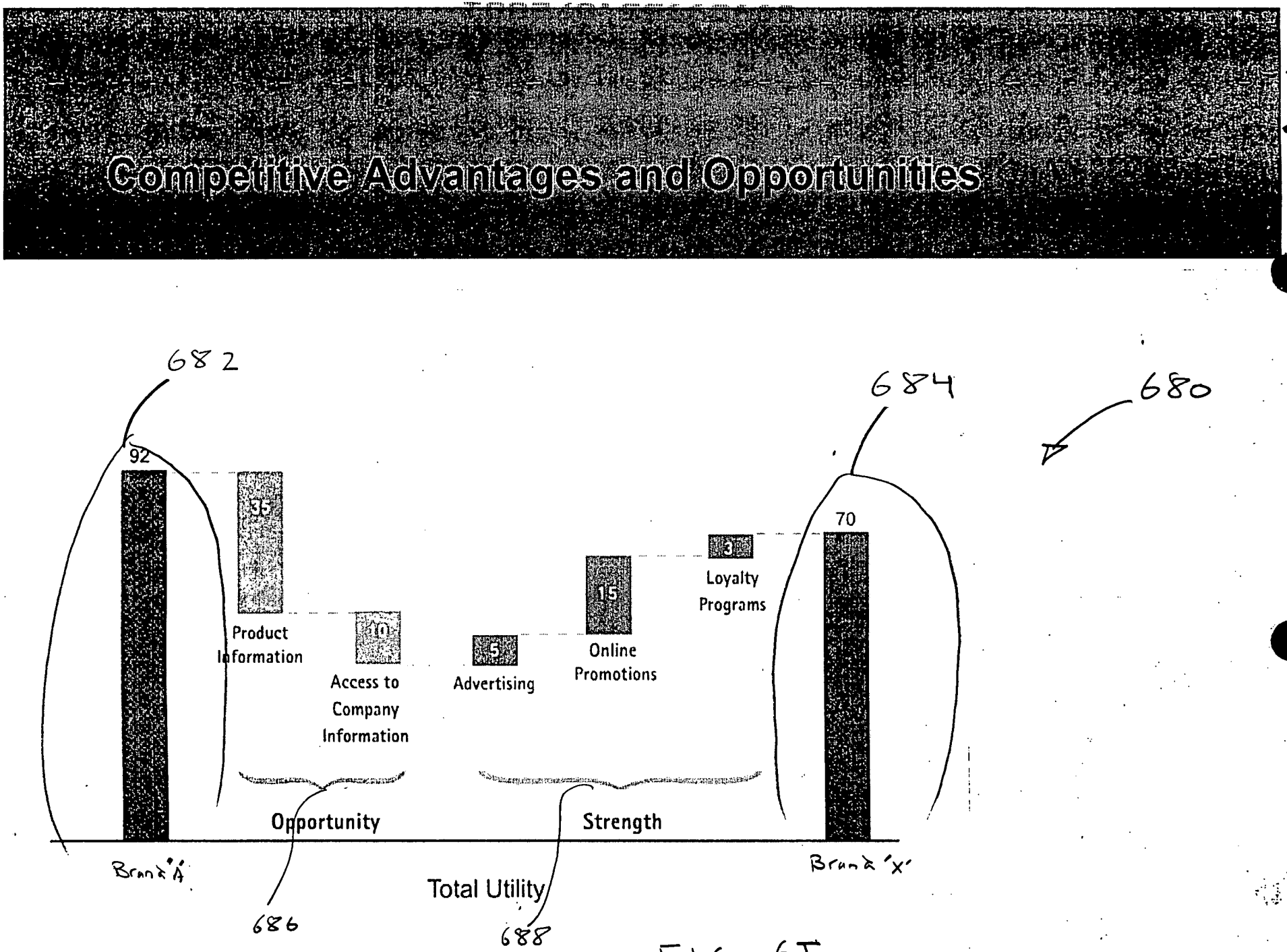

Competitive Advantages and Opportunities
682
684
680
92
95
10
5
15
3
70
Product Information
Access to Company Information
Advertising
Online Promotions
Loyalty Programs
Opportunity
Strength
Brand 'A'
Brand 'X'
Total Utility
686
688

FIG. 6I

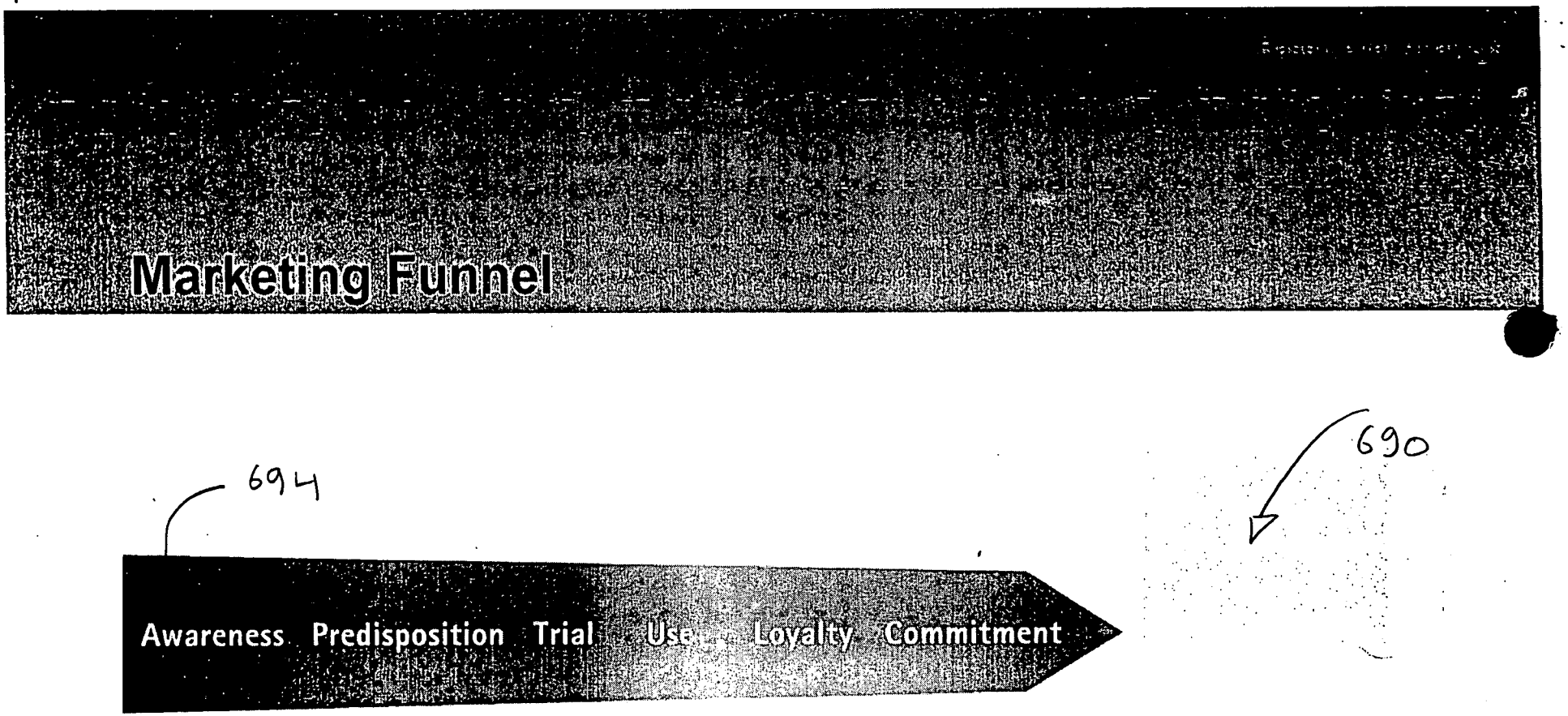

Marketing Funnel
694
690
Awareness
Predisposition
Trial
Use
Loyalty
Commitment
% of respondents
Brand 'X'
Brand 'A'
60
48
20
15
8
5
80
67
55
39
20
12
692

FIG. 6J